THE MASTER HIGH FREQUENCY VIOLET RAY

Violet Ray
Approved by
Underwriters
Laboratories

MASTER MARCEL IRON
AND
STRAIGHTENING COMB HEATERS

THE MASTER HIGH FREQUENCY PROFESSIONAL AID TO HEALTH AND BEAUTY

One of the most remarkable developments of the wonderful science of electricity is that of the Violet Ray machine or high frequency generator. This is a diffusion of an electrical current of tremendous power and resistance, into millions of tiny harmless units which can be applied to the tenderest and most delicate parts of the body without the slightest harm.

Application of the High Frequency

The Master Violet Ray is applied through vacuum applicators or electrodes made of annealed glass. The electrodes diffuse the electrical current in sprays of a beautiful, deep violet color. These sprays vibrate to and fro thousands of times per second. This rapid vibration is what produces the pleasing, invigorating and corrective effect derived from Violet Ray treatments and described as cellular massage.

The Violet Ray while introducing all of the tremendous power of electrical energy into the body, does so without pain, shock, or contraction of muscles. Its application, on the contrary, produces a pleasing sensation or a gently stimulating action depending on how you apply it. The amazing results of the Violet Ray treatment have caused it to be accepted by many physicians throughout the country as part of their standard equipment. The machine is ready for use by simply connecting it to any convenient light socket. The Master Violet Ray is the essence of simplicity and can be operated by all with the utmost safety.

METHODS OF APPLYING THE HIGH FREQUENCY

Three distinct methods of application are in general use, according to the conditions present and the results desired.

First: Local Applications

Given with specific surface or orificial applicators made for that purpose.
One of the greatest benefits of the Violet Ray is the fact that it can be used with such excellent results in local conditions. When the Master Violet Ray is applied to any part of the body, it gives to a limited extent a general treatment by stimulating the circulation. These results are greatly increased by giving a local treatment to the part affected. Suppose one is afflicted with rheumatic pain in the shoulder, you apply the Violet Ray treatment to the painful part. The result noted, will be an immediate sensation of warmth. After a slight application the part treated has become slightly reddened as the capillaries widen and allow more blood to circulate.

Second: General Applications

An electrification treatment for a general effect on the body. The entire body is saturated with electrical energy by simply holding the electrodes in the hands. This produces a tranquilizing sedative or quieting effect.
Violet Ray High Frequency Currents have the tendency to establish a normal equilibrium of the nervous system. Arterial tension during a general treatment usually increases slightly while it falls a short time afterward. General treatments are recommended in nervous disorders.

Third: Indirect Applications

Combines local and general treatments and requires two people. The party to be treated holds the electrode firmly in the hand. A second party then may draw with either hand, finger-tips, or another electrode, the high frequency current to the desired spot of the patient's body.

SELECTIVE EFFECTS OBTAINABLE

A: As A Sedative

A sedative, quieting or soothing effect can be obtained and is of great benefit in cases of muscular aches and pains, and many nervous ailments. This effect can be produced locally by keeping the electrode in close contact with the part to be treated. Painful sensations are relieved, irritated nerves tranquilized and soothed. Nervous disorders are often beneficially influenced by a sedative treatment used for all three types of applications.

B: As A Stimulant And Tonic

A stimulating effect is produced when the electrode is lifted somewhat during the application or used through the clothing or a cloth which has been put over the part to be treated. The length of the stimulating sparks depends on the thickness of the clothing or cloth placed between the electrode and the body. Uniformity in spark length is insured by the cloth. This stimulation is caused by the many small sparks generally called High Frequency Spray. They cause a pleasant and tingling sensation and bombard thoroughly the area which they cover, resulting in a beneficial heating effect, used for local and indirect applications.

As Applied For Specific Conditions and Ills

If you do not feel well you cannot look well. Many women realizing that good health is essential to real beauty and the prolonging of a youthful appearance use the Master Violet Ray with faithful regularity. The results obtained through its applications will be a revelation to you and assist in bringing your health and appearance to the condition that Nature intended it should be. Rich, red blood is brought to the skin with the use of the Violet Ray. It nourishes the tissue and cells and brings the radiant hue of health and beauty to the skin.

Many diseases of the scalp and hair, dandruff, falling hair, etc., can be traced to improper circulation of blood flowing through the scalp. The roots are fed by the blood, which flows through small capillaries in the scalp almost microscopic in size. Because of their small size, they become clogged very easily, as a consequence of which many people are affected with some form of scalp disease. To overcome scalp disease, it is often necessary to improve faulty circulation. The Violet Ray is excellent for accomplishing this purpose.

For treating the scalp we have a special comb electrode which conforms to the shape of the head and pulls easily through the hair. Millions of tiny electric sparks jump from the applicator to the scalp. The tiny nerve and blood vessels are gently massaged, the blood starts flowing, and circulation is brought to the roots of the hair.

KEEP THIS IN MIND

Your family physician, who naturally knows your condition should be consulted for treatment of specific ailments.

Violet Rays grow in their usefulness the more you study their action and effect. Make it clear to yourself what you wish to accomplish. If you want a soothing effect do not apply a strong spray by holding the applicator distant from the part to be treated, make a close contact instead with the bare skin. If you wish stimulation treat through the clothing with a current strong enough to reach your tissues. If a tranquilizing effect to quiet the nervous system is desired, do not use a current strong enough to cause irritation. Let these be the guiding principles to you and the result in the use of the Violet Rays will be surprising.

The Master High Frequency should not be used as a cure-all but due to the stimulating effect of the generator it has a definite place in the therapeutic field. Imperfect circulation accompanies many ailments and the Master High Frequency will promote circulation.

In simplicity of operation, wide range of adjustment, durability, beauty and unique construction, Master High Frequencys are the ideal all-purpose generators. Unless otherwise specified, all machines will be furnished to operate on standard voltage of 110 to 125 A.C. and D.C. Machines can also be furnished to operate on 220 volts and 32 volts. Our 220-volt winding will run on both A.C. and D.C. current. Voltages are from 200 to 250.

The new models of Master Violet Ray machines are the result of years of experience in the sale and manufacture of these products. All Master machines are manufactured of the best material obtainable by highly skilled, experienced workmen. Our various inspections are the most rigid it is possible to give.

DIRECTIONS FOR OPERATING

The Master High Frequency Outfit

DO's

1. **Insert glass applicator into the instrument with slightly turning movement. Hold by stem. Do not insert by holding bulb or end of electrode or put pressure on electrode.**
2. Attach the connecting plug to the lamp socket.
3. Adjustment of the High Frequency discharge is obtained by the adjusting knob.
4. Place glass applicator on the skin surface at the affected portion of the body and slowly move the applicator back and forth across the surface of the skin in such affected area until relief is obtained.
5. Start any operation with a mild discharge and increase it gradually to the required strength.
6. Take good care of the connecting cord. Keep it dry and free from knots and twists. Have it repaired in time if signs of wear appear.

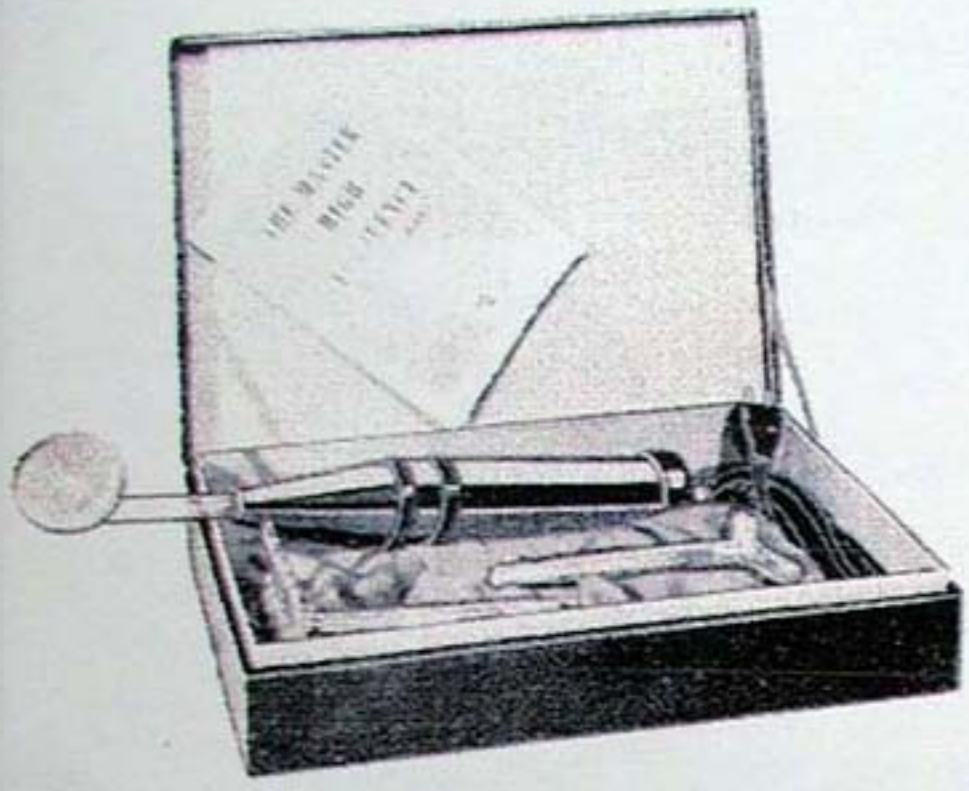
DON'T's

7. Duration of application should not exceed 10 minutes; do not operate your machine for any longer time during one treatment.
8. The machine should not be applied more often than four times during any one twenty-four hour period, with at least one hour interval between each application, unless your physician prescribes more repeated frequency of administration.
9. Do not attempt to repair the apparatus. If the necessity arises, write to the factory advising of your difficulties and you will be informed what to do.
10. **Do not use the Master in connection with any tonic, water, inflammable lotions, or medicament containing alcohol on the hair or any part of the body.**
11. Be careful with the apparatus and when not in use turn the current off. Be on the safe side and remove the connecting plug from the lamp socket after use.
12. Do not touch the appliance or attempt to connect it to a lamp socket when your hands are wet. Do not use while at the wash basin or in connection with an electric bath.
13. Do not operate your machine at any one time longer than ten minutes. To do so overheats the coils and may result in their burning out. When this occurs, our guarantee does not apply. The machine may be used intermittently over a long period of time providing the coils are permitted to cool between use.
14. Do not allow the body to come in contact with metal, this includes metal furniture, while using or operating this device.
15. Another "don't" that is indeed very important is that the handle of the High Frequency Machine should not be grasped close to the applicator while the machine is not in use; i.e., when the current is turned on and the applicator is not being applied to the body.

    The reason for this is that the current will jump from the tip of the handle if it is not being drawn off by the glass applicator to some part of the body. It is a simple matter to avoid by merely holding the handle of your machine at the end farthest away from the electrode.

    When using the apparatus, always grasp it above the round ridge of the housing.
16. Occasionally we have complaints when one-piece machines do not operate when held in a vertical position. When this occurs, use a stronger current or reverse the position of the machine. It is never necessary to use machine in upside down position.
17. Damages arising from carelessness are not covered by our guarantee. If instructions are properly followed, the Master will last indefinitely.
18. Many people return machines that are in good order. If machine does not work, try its operation on another electrical outlet.
19. Master High Frequency seldom gives the user trouble and will last indefinitely. Nothing is to be oiled or adjusted. When trouble occurs, it is usually with the electrode, as already explained, or due to a broken cord at the point where it enters the cap in the base of the Bakelite handle.
20. If machine fails to operate, turn knob all the way down to right, and be sure you have contact.

MASTER VIOLET RAY 2 B
DURABLE, MODERN, PRACTICAL



Exceptionally strong, shock proof bakelite, houses the latest development of specially constructed coils for this one piece machine. The bakelite housing has an angular surface that prevents slipping while in use and rolling off tables or dressers. Carrying case contains No. 1 General Electrode, No. 3 Rake Electrode, and No. 12 Glass Electrode. Seal grain carrying case does not show dirt.

Price $16.50

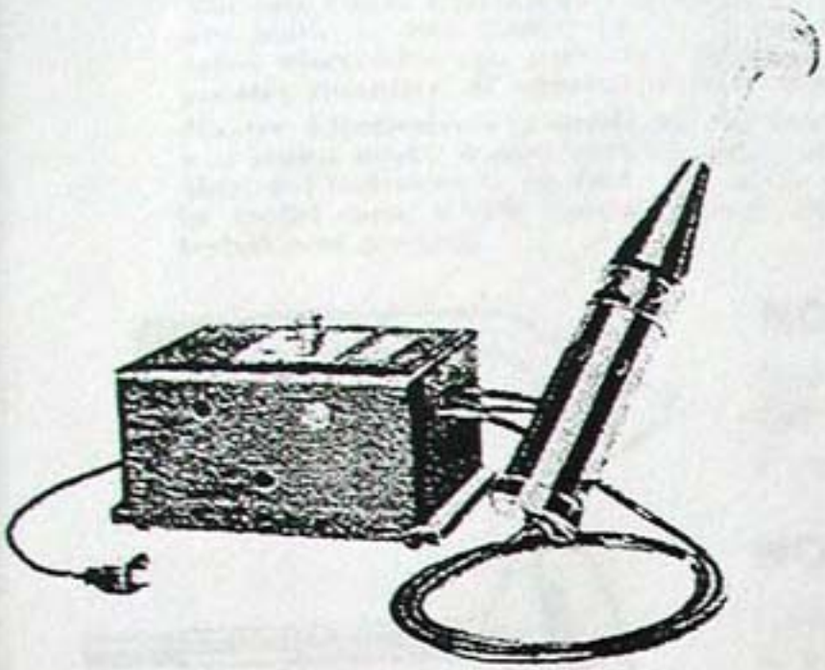
MASTER VIOLET RAY 5 B
WITH CONDENSER ELECTRODE

The condenser electrode condenses the current giving a strong even flow. Heat is generated and is often helpful in relieving pain in deep seated cases such as rheumatism, lumbago, and neuritis.

5 B includes the most modern Violet Ray coils and housing. The No. 1 General Electrode, No. 2 Condenser Electrode, No. 3 Comb. Electrode, No. 4 Throat Electrode and No. 12 Glass Saturator Electrode are enclosed in a silk carrying case. 5 B gives years of dependable service.

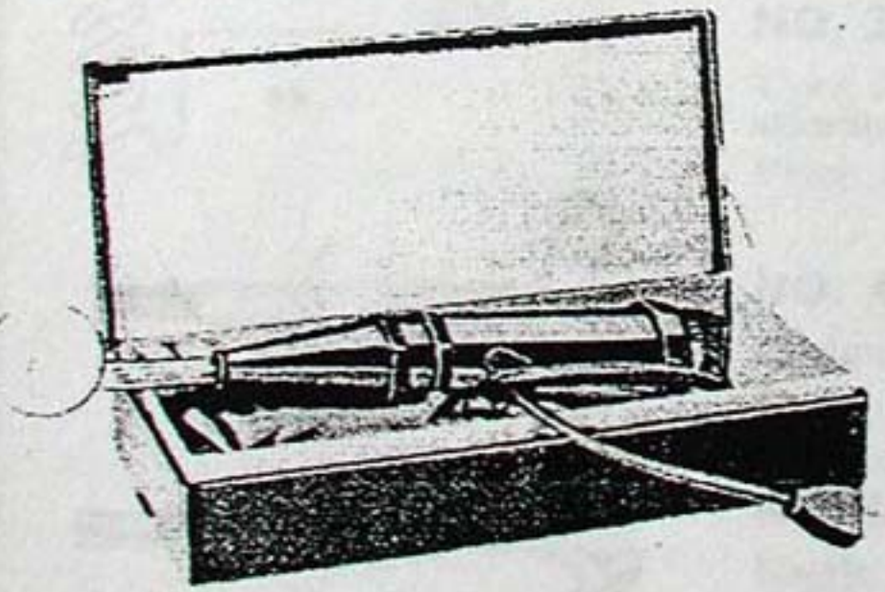
Price $22.50

MASTER VIOLET RAY 7 B
HEVI-DUTY



This Hevi-Duty Master Violet Ray is a scientific development specially designed for professional use. It is sturdily constructed to endure longer usage in Beauty Shops, Hospitals, and Doctor's offices, operating continuously for several hours when desirable. The two extension cords afford a wide range for application in any position. In the illustration is No. 1 General Electrode which is furnished with the machine. However, any type electrode can be used with model 7-B.
Price $25.00

MASTER VIOLET RAY NO. 9
DURABLE



Built to last, Master Violet Ray has all the modern features including angular molding of the housing to prevent slipping or rolling off tables or dressers. Offered to you at the lowest price at which a one-piece machine with shock-proof bakelite handle has ever been offered. Don't hesitate. Write for your Master Violet Ray Kit Today.
Price $12.50

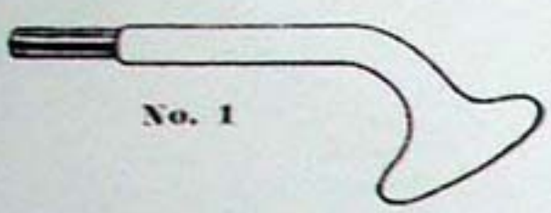
For 240, 220 or 32 volts, add $2.00. All Master Violet Ray Outfits are designed to work on standard current, 110 to 125 volts AC or DC. Kindly specify the voltage you want when ordering if the required voltage is not the standard 110-125 volts.

The output of Master instruments is truly marvelous, not only is the amperage tremendously high at the full adjustment, but the milliamperage is great in volume causing much heat at the point of application to the body, an effect most desirable and not found in other instruments.

ELECTRODES AND APPLICATORS

Vacuum Glass Electrodes for High Frequency Violet Ray Application are made in two types: Plain or non-insulated, and insulated. Insulated electrodes are used for Orificial Treatments as they deliver a greater quantity of current at the desired locality.

Master Electrodes are made of the best grade of special glass, which will stand heavy usage without signs of deterioration. The vacuum in Master Electrodes is perfect. The ends of the electrodes are protected by metal caps, which insure greater life. All electrodes are carefully tested and packed.

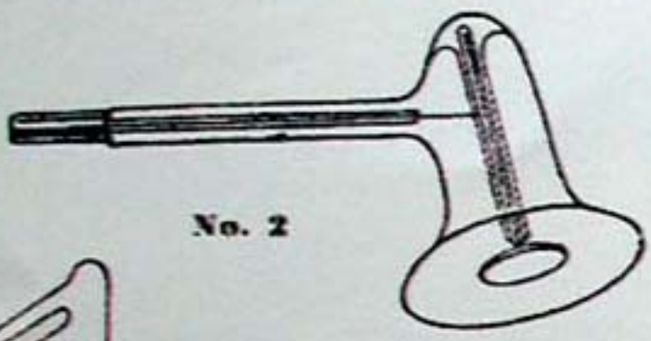


No. 1

NO. 1 GENERAL ELECTRODE

For facial and body treatment, and for any surface application.

Price $1.25

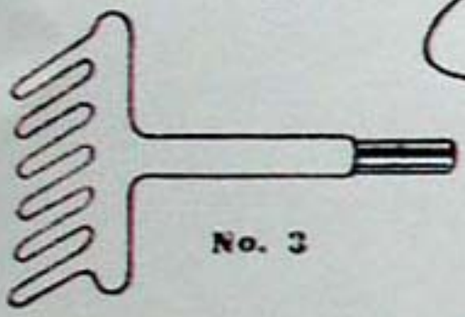


No. 2

NO. 2 CONDENSER ELECTRODE

Condenses the current and produces a strong, even flow; also generating electrical heat, which is very desirable in deep seated cases. Used for Rheumatism, Lumbago, Neuritis, etc.

Price $3.50

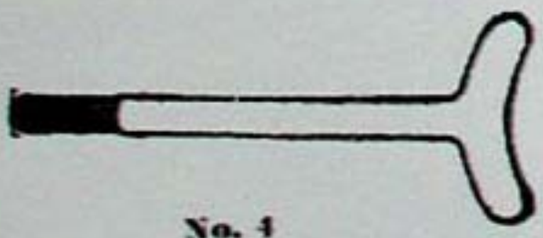


No. 3

NO. 3 COMB-RAKE ELECTRODE

Used for all scalp treatments and for stimulating the hair cells.

Price $1.85

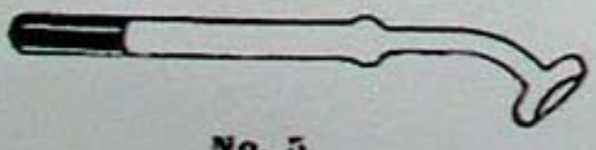


No. 4

NO. 4 THROAT ELECTRODE

Designed to fit over the neck.

Price $1.25

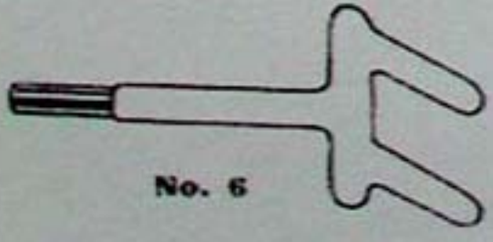


No. 5

NO. 5 EYE ELECTRODE

Single Eye Electrode designed to fit closely over the eye.

Price $1.25

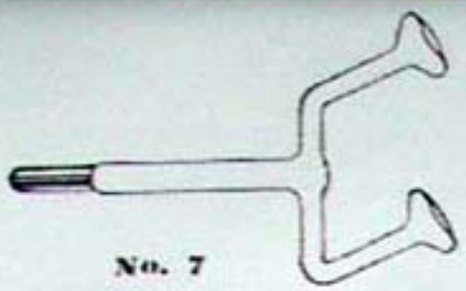


No. 6

NO. 6 SPINAL ELECTRODE

For all Spinal treatments. Arranged so that it fits over both sides of the vertebrae.

Price $2.25

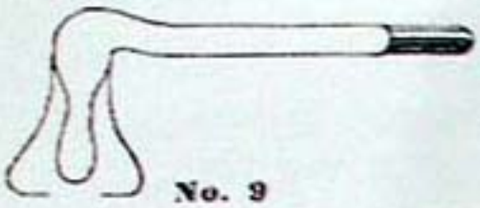


No. 7

NO. 7 DOUBLE EYE ELECTRODE

This electrode is used for the same purpose as the No. 5 Single Eye Electrode, but is designed for the treatment of both eyes at once. It distributes the current evenly to both eyes and is recommended where both eyes are to be treated.

Price $2.50



No. 9

NO. 9 LARGE CATAPHORIC ELECTRODE

This electrode has large capacity, and greater space for cotton and liniment. Used in the treatment of Rheumatism, Lumbago, Neuritis, etc., or wherever liniment is used.

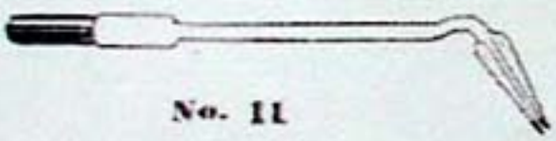
Price $4.50

No. 10

NO. 10 SPATULA OR TONGUE ELECTRODE

Used for treatment of the mouth or tongue.

Price $2.40



No. 11

NO. 11 INSULATED EAR ELECTRODE

This electrode has been specially designed for treatment of the ear.

Price $2.50

No. 12a

NO. 12a GLASS ELECTRODE

This delivers a strong current and is excellent for general tonic and where constitutional effects are desired. The current can also be drawn to any part of the body by using the No. 1 Electrode or the fingers of the operator.

Price $1.25

No. 18

NO. 18 CORN ELECTRODE

This electrode is used for the treatment of corns. It fits snugly over the corns.

Price $1.25

CARE OF ELECTRODES

Keep the electrodes clean. Washing with warm water and soap is sufficient. Electrodes will stand heat and can be boiled in water.

The electrodes will burn out in time much on the order of an electric light bulb. When difficulty arises with the machine it is usually due to the electrode being burned out. Try another electrode before concluding that the trouble is with your machine.

ORIFICIAL TREATMENTS

Orificial Applicators are illustrated solely for the benefit of physicians and other licensed practitioners. Under no circumstances should treatments be attempted by unskilled persons without competent supervision.

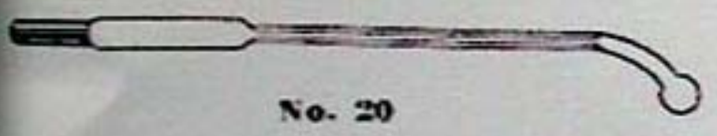
All Orificial Electrodes must be lubricated before insertion. For the sake of safety there should be two people in Orificial work, the patient and the operator. The current should be turned on after inserting the electrode in the orifice and turned off before removing the electrode. The electrode should be moved slightly to avoid sticking to mucuous membrane. Treatments are not to be continued longer than five minutes.

INSULATED ELECTRODES

The advantage of insulated tubes is that the current may be introduced without loss into the orifice of the body. In using a plain electrode for an orifice, much of the current is lost at the first point of contact. For instance, if the prostatic gland is being treated with the plain electrode, much of the current is drawn off at the opening of the rectum, but if the insulated tube No. 22 is used, the current is conveyed to the desired point without loss.

NO. 19 NASAL ELECTRODE

Price $2.40

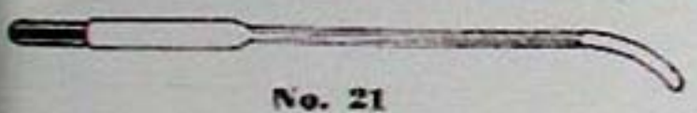


No. 20

NO. 20 INTERNAL THROAT ELECTRODE

Used for tonsilitis, hypertrophy of the tonsils, ulcers of tonsils, etc.

Price $2.40

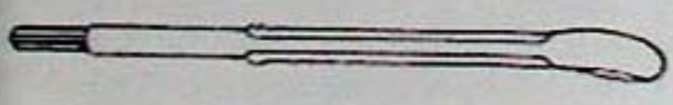


No. 21

NO. 21 URETHRAL ELECTRODE

Used for cystitis, strictures, gonorrhea, etc.

Price $2.40

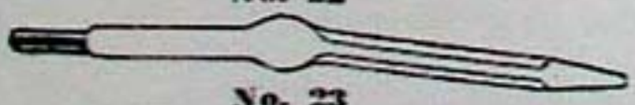


No. 22

NO. 22 PROSTATIC ELECTRODE

Designed so that it fits directly over the prostate gland. In many cases this electrode can also be used for vaginal work in place of No. 24.

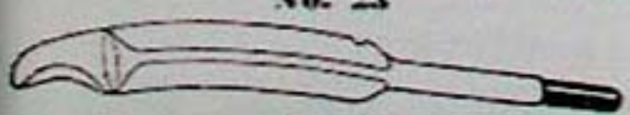
Price $2.40



No. 23

NO. 23 INSULATED RECTAL ELECTRODE

Price $2.40

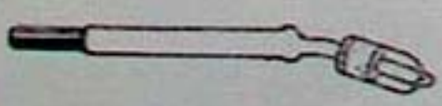


No. 24

NO. 24 VAGINAL ELECTRODE

(Without perforations.)

Price $2.50

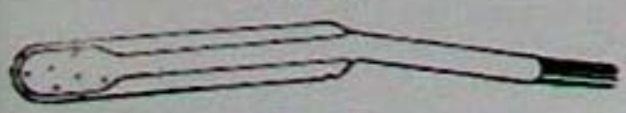


No. 25

NO. 25 CAUTERY ELECTRODE

This has a platinum wire sealed in the glass. For removing warts, moles or growths of any nature, it cannot be excelled. Very seldom is it necessary to give more than two treatments; most often one application is all that is necessary.

Price $2.50



No. 26

NO. 26 SPECIAL VAGINAL ELECTRODE

Made with perforations so that ozone may be generated within the vagina.

Price $3.50

GUARANTEE

The Master Violet Ray instrument is guaranteed against mechanical and electrical defects for a period of one year from date of purchase by the user, providing that all instructions for the proper use and operation have been followed. Defective parts will be replaced free of charge when needed, providing the apparatus is returned to the factory prepaid. Damage caused by parties other than ourselves in attempting to repair our machines is not covered by this guarantee. Glass applicators are not guaranteed for any specified period of time; they are made of the very best materials obtainable and thoroughly tested before shipping.

C.O.D. SHIPMENTS MUST BE ACCOMPANIED BY AT LEAST 25% DEPOSIT.

MASTER STURDY IRON HEATERS WITH SWITCH

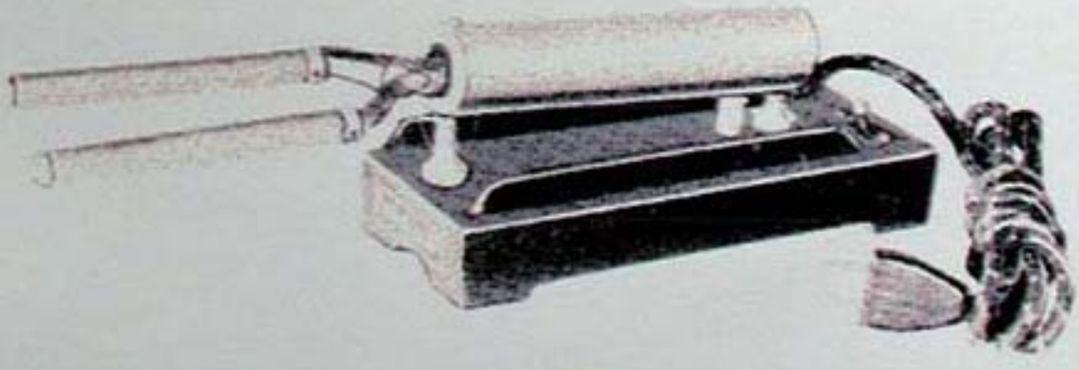
Sturdy Master Heaters embody an entirely original method of construction. The heaters have a laboratory tested heating unit of nichrome that gives quick and even heat. The base, perfectly insulated with molded material, is made in one piece. It is heat resistant and will not mar dressers or tables.

An on and off switch permanently attached in the base turns the heat on or off. No pulling the cord out of a socket.

The metal parts of the heater are made entirely of aluminum, thus insuring long satisfactory use. The cord is a special heater cord with a genuine rubber plug to eliminate time consuming repairs, and there are no exposed wires to give electric shocks.

Master heaters recognized for years as standard equipment by professional beauticians, are giving complete satisfaction to thousands of users. MAIL your order today for these dependable heaters.

MASTER SINGLE IRON HEATER



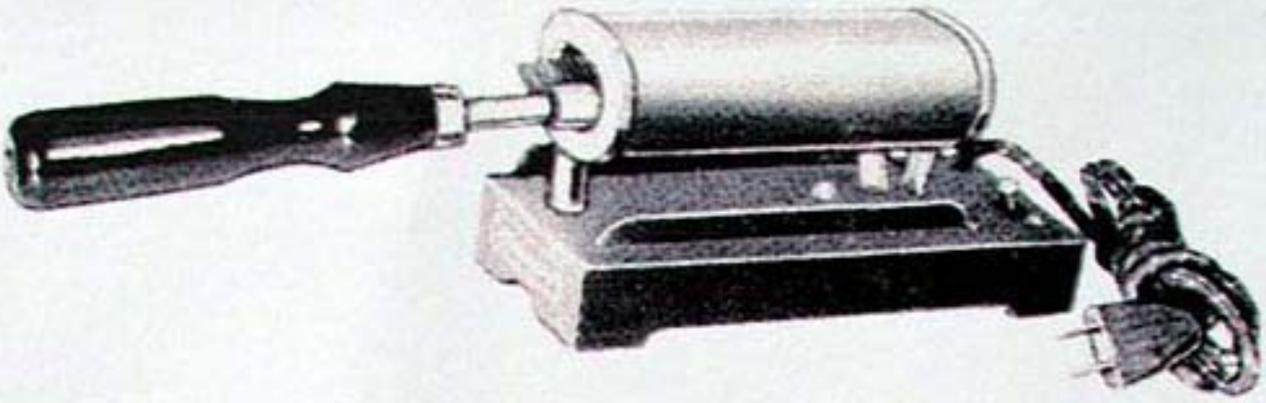
Attractive Appearance, Durable Service

An ideal type of heater for professional shop or home use. The Master Single Iron Heater has an attractive appearance and an established reputation for service and durability. Wrapped individually in attractive box. Priced Low.

110-125 Volts AC or DC — PRICE $6.00

220 240 Volts Add $2.00 — Wt. 2 lbs.

MASTER STRAIGHTENING COMB HEATER AND MULTIPLE MARCEL IRON HEATER



This Heater Speeds Up Your Work Because There Is No Wasted Cooling Off Time.

The Master Multiple Marcel Iron Heater holds 3 Marcel Irons at one time or 1 large straightening comb and 1 Marcel Iron. This heater was specially developed in answer to numerous requests for a heater large enough to heat a straightening comb or 3 Marcel Irons at the same time. Individually wrapped in an attractive box.

110-125 Volts AC or DC — PRICE $9.50

220/240 Volts Add $2.00 — Approx. Wt. 2¼ lbs.

MASTER APPLIANCE COMPANY, INC.
1600 FACTORY AVE.
MARION, INDIANA

DIRECTIONS FOR OPERATING

The Master High Frequency Outfit

DO's

1. **Insert glass applicator into the instrument with slightly turning movement. Hold by stem. Do not insert by holding bulb or end of electrode or put pressure on electrode.**
2. Attach the connecting plug to the map socket.
3. Adjustment of the High Frequency discharge is obtained by the adjusting knob.
4. Place glass applicator on the skin surface at the affected portion of the body and slowly move the applicator back and forth across the surface of the skin in such affected area until relief is obtained.
5. Start any operation with a mild discharge and increase it gradually to the required strength.
6. Take good care of the connecting cord. Keep it dry and free from knots and twists. Have it repaired in time if signs of wear appear.

DON'T's

7. Duration of application should not exceed ten minutes for one individual.
8. The machine should not be applied more often than four times during any one twenty-four hour period, with at least one hour interval between each application, unless your physician prescribes more repeated frequency of administration.
9. Do not attempt to repair the apparatus. If the necessity arises, write to the factory advising of your difficulties and you will be informed what to do.
10. **Do not use the Master in connection with any tonic, water, inflammable lotions, or medicament containing alcohol on the hair or any part of the body.**
11. Be careful with the apparatus and when not in use turn the current off. Be on the safe side and remove the connecting plug from the lamp socket after use.
12. Do not touch the appliance or attempt to connect it to a lamp socket when your hands are wet. Do not use while at the wash basin or in connection with an electric bath.
13. Do not operate your machine at any one time longer than ten minutes except for 7B which may be operated for as long as two hours. *To do so overheats the coils and may result in their burning out. When this occurs, our guarantee does not apply. The machine may be used intermittently over a long period of time providing the coils are permitted to cool between use.*
14. Do not allow the body to come in contact with metal, this includes metal furniture, while using or operating this device.
15. Another "don't" that is indeed very important is that the handle of the High Frequency Machine should not be grasped close to the applicator while the machine is not in use; i.e., when the current is turned on and the applicator is not being applied to the body.

    The reason for this is that the current will jump from the tip of the handle if it is not being drawn off by the glass applicator to some part of the body. It is a simple matter to avoid by merely holding the handle of your machine at the end farthest away from the electrode.

    When using the apparatus, always grasp it above the round ridge on the housing.
16. *Occasionally we have complaints when one-piece machines do not operate when held in a vertical position. When this occurs, use a stronger current or reverse the position of the machine. It is never necessary to use machine in upside down position.*
17. Damages arising from carelessness are not covered by our guarantee. If instructions are properly followed, the Master will last indefinitely.
18. Many people return machines that are in good order. If machine does not work, try its operation on another electrical outlet.
19. Master High Frequency seldom gives the user trouble and will last indefinitely. Nothing is to be oiled or adjusted. When trouble occurs, it is usually with the electrode, as already explained, or due to a broken cord at the point where it enters the cap in the base of the Bakelite handle.
20. If machine fails to operate, turn knob all the way down to right, and be sure you have contact.

THE MASTER HIGH FREQUENCY

(Violet Ray)

2B

Exceptionally strong, shock proof bakelite, houses the latest development of specially constructed coils for this one piece machine. The bakelite housing has an angular surface that prevents slipping while in use and rolling off tables or dressers. Carrying case contains No. 1 General Electrode, No. 3 Rake Electrode and No. 12a Glass Electrode. Seal grain carrying case does not show dirt.

Price $18.15

5B

5 B includes the most modern Violet Ray coils and housing. The No. 1 General Electrode, No. 2 Condenser Electrode, No. 3 Comb. Electrode, No. 4 Electrode and No. 12a Glass Saturator Electrode are enclosed in a silk carrying case. 5 B gives years of dependable service.

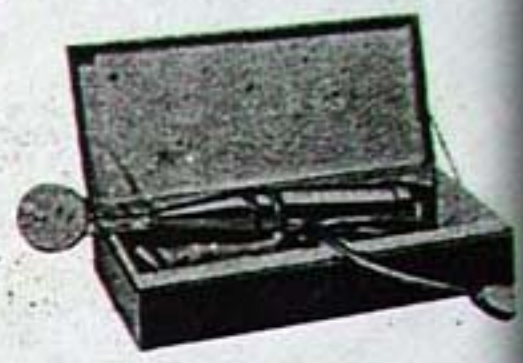
The condenser electrode condenses the current giving a strong even flow.

Price $24.75

7B

This Hevi-Duty Master Violet Ray is a scientific development specially designed for professional use. It is sturdily constructed to endure longer usage in Beauty Shops, Hospitals, and Doctor's offices, operating continuously for several hours when desirable. The two extension cords afford a wide range for application in any position. In the illustration is No. 1 General Electrode which is furnished with the machine. However, any type electrode can be used with model 7-B.

Price $27.50

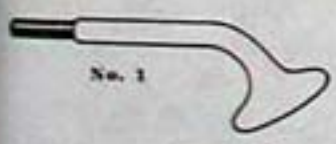


9

Built to last, Master Violet Ray has all the modern features including angular molding of the housing to prevent slipping or rolling off tables or dressers. Offered to you at the lowest price at which a one-piece machine with shock-proof bakelite handle has ever been offered. Don't hesitate. Write for your Master Violet Ray Kit Today.

Price $13.75

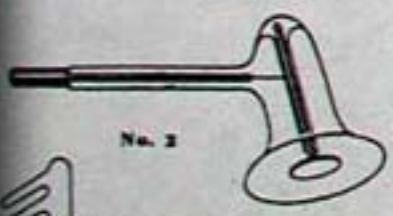
Master Electrodes



NO. 1 GENERAL ELECTRODE

For facial, body and any other surface application.

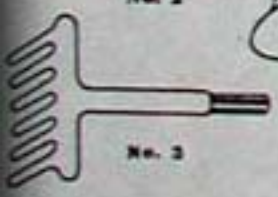
$1.38



NO. 2 CONDENSER ELECTRODE

Condenses the current and produces a strong, even flow. Desirable to temporarily relieve muscular aches due to over exertion and fatigue.

$3.85



NO. 3 COMB-RAKE ELECTRODE

Used for all scalp treatments to produce a tingling sensation and gently stimulate the scalp.

$2.04

NO. 12a GLASS ELECTRODE

This application has a slightly stronger effect and requires two people. The party to be treated holds the electrode firmly in her hand. A second party with either finger tips or another electrode draws high frequency to the desired spot of the patient's body by touching the part to be affected.

$1.38

To obtain a quieting effect place electrode directly on skin.
To obtain a tingling sensation place electrode on cloth above skin.

Master High Frequency

The Master Violet Ray applies to the human body. It is stimulating; often the irritation from the electrical discharge helps to temporarily relieve muscular aches and pains, when such aches and pains are due to over-exertion and fatigue.

Master Violet Ray machines are one of the most durable to be secured, because only the highest grade of materials are used in the manufacture and fabrication of these machines; workmanship is of the finest, and each machine is backed by thirty years of experience.

When using, apply the machine to the affected parts of the body for temporary relief when muscular aches and pains occur due to over-exertion and fatigue.

Master Appliances

1600 Factory Avenue

Marion, Indiana